盲	富山高等専	門学校	開講年度	開講年度 令和03年度 (2021年度)			美科目 i	商業英語		
科目基础	礎情報									
科目番号 0018						Ę	専門 / 必修	<u> </u>		
授業形態					単位の種別と単位	位数	学修単位: 2			
開設学科	ļ	国際ビジ	国際ビジネス学専攻			Ę	専1			
開設期					週時間数	2	2			
教科書/教材 MBA English, Oxford										
担当教員	l	クーパー	- トッド							
到達目	標									
2] Becor 3] Becor	me proficie me proficie	nt at readir	na, writina, listei	lay business and ma ning and speaking E mmunicative tools	inagement nglish with rega	rds to bu	ısiness an	d managen	nent	
ルーブリック			Ideal Level of (Very Good)	Ideal Level of Achievement (Very Good)		l of Achie	evement	Unaccepta	uble Level of ent (Fail)	
Midterm exam			80%	` ' ' '			<60%		, ,	
Book reports			43687	43687		43656		<6/10		
Presentations			make it easy	Understood the topic well, could make it easy to understand,		Understood the topic, presented the information at an acceptable level, added extra information		Did not ex the topic, informatio	hibit understanding of added no extra n	
学科の	到達目標耳	頁目との関]係							
	マポリシー		•							
教育方法										
概要		lto comp	rehend and con	related English used nmunicate their mes ed in the workplace (sage, with parti	cular em	nphasis or	e on develo vocabular	pping students ability y/management	
授業の進	め方・方法	Semina	s led by both tea r-style discussio ations by studer	ns by students						
注意点		*this sy	llabus is a "livin	g" document and ma	ay be altered to	achieve	the aims	of the cour	se	
授業の	属性・履例	多上の区分)							
□ アクラ	ティブラーニ	ニング	□ ICT 利用		□ 遠隔授業対応	ប់		☑ 実務経験	険のある教員による授業	
授業計画	画	1	T			1				
		週	授業内容)到達目標			
		1週	Course Orienta	tion / Management	Systems	explanation of grading system and goals, intro the management systems eg. PDCA, CAPRA			m and goals, intro to DCA. CAPRA	
		2週		ost-benefit analysis, intro to stock exchanges ook report #1 - best manager]			introduce cost-benefit analysis, setup a virtual stock exchange account			
		3週	Key concepts of	ey concepts of Marketing and Advertising			discuss 4Ps, 3Cs, SWOT types of marketing & advertising campaigns			
	3rdQ					 				
		4週		nd advertising camp		student demons	s & instru strating kr	ctor will ex nowledge of	plain their choices f the 5 ad campaigns	
		4週	Commercial sh	ow and tell [present	ation #1]	student demons student	s & instrustrating kr	ctor will ex nowledge of sent their o	the 5 ad campaigns riginal commercials	
			Commercial sh		ation #1]	student demons student differen	s & instrustrating kr s will pres ces betwe	ctor will ex nowledge of sent their o	the 5 ad campaigns riginal commercials nd macro,	
		5週	Commercial sh Key concepts oreport #1]	ow and tell [present	ation #1] omics, [written	student demons student differen supply/	s & instrustrating kr s will pres ces betweed demand c	ctor will ex nowledge of sent their o een micro a curve, dimir	the 5 ad campaigns riginal commercials	
		5週	Commercial sh Key concepts oreport #1]	ow and tell [present f Micro/Macro-econd	ation #1] omics, [written	student demons student differen supply/ the hist	s & instrustrating kr s will pres ces betwee demand co	ctor will ex nowledge of sent their o een micro a curve, dimir	the 5 ad campaigns riginal commercials nd macro, nishing returns, etc ocks to bitcoin	
後期		5週 6週 7週	Commercial sh Key concepts or report #1] Definition, goal midterm test	ow and tell [present f Micro/Macro-econo s and role of money Financial and Tax Ac	ation #1] omics, [written	student demons student differen supply/ the hist assignm	s & instructions will present the second of	ctor will ex nowledge of sent their o een micro a curve, dimir oney from re ook report #	the 5 ad campaigns riginal commercials nd macro, nishing returns, etc ocks to bitcoin	
後期		5週 6週 7週 8週	Commercial sh Key concepts or report #1] Definition, goal midterm test Management, I [presentation #1] Corporate Soci [presentation #1]	ow and tell [present ow and tell [present f Micro/Macro-econo s and role of money inancial and Tax Ac 2] al Responsibility, Tra 3]	ation #1] omics, [written counting	student demons student differen supply/ the hist assignm student instruct student practice	s & instructions in the second	ctor will ex nowledge of sent their of een micro a curve, dimir mey from re nok report # oduce 2 typ port on stock ce CSR and	the 5 ad campaigns riginal commercials nd macro, nishing returns, etc beks to bitcoin t2 bes of accounting, k exchange management best	
後期		5週 6週 7週 8週 9週	Commercial sh Key concepts or report #1] Definition, goal midterm test Management, I [presentation #1] Corporate Soci [presentation #2] Organizational Management S	ow and tell [present f Micro/Macro-econo s and role of money Financial and Tax Ac #2] al Responsibility, Tra #3] Behavior, Decision-rystems	ation #1] pmics, [written counting ansparency making,	student demons student differen supply/ the hist assignm student instruct student practice instruct "person	s & instructions will present the second of	ctor will ex nowledge of sent their of een micro a curve, dimir oney from re nok report # oduce 2 typ port on stock the CSR and scribe the corsonnel"	the 5 ad campaigns riginal commercials nd macro, nishing returns, etc beks to bitcoin t2 bes of accounting, k exchange management best hange from	
後期	4thQ	5週 6週 7週 8週 9週 10週	Commercial sh Key concepts or report #1] Definition, goal midterm test Management, I [presentation #1] Corporate Soci [presentation #2] Organizational Management S Industry Analy [presentation #2]	ow and tell [present f Micro/Macro-econo s and role of money inancial and Tax Ac #2] al Responsibility, Tra #3] Behavior, Decision-rystems sis and Competitive #4]	ation #1] pmics, [written counting ansparency making, Advantage	student demons student differen supply/ the hist assignm student instruct student practice instruct "person student industri	s & instructions in the second of the second	ctor will ex nowledge of sent their of sent micro a curve, dimiro mey from re nok report # oduce 2 typ port on stock the CSR and scribe the corsonnel"	the 5 ad campaigns riginal commercials nd macro, nishing returns, etc beks to bitcoin t2 less of accounting, k exchange management best hange from nation of different	
後期	4thQ	5週 6週 7週 8週 9週 10週 11週	Commercial sh Key concepts or report #1] Definition, goal midterm test Management, I [presentation #1] Corporate Soci [presentation #1] Organizational Management S Industry Analy [presentation #1] The functions of Communication	ow and tell [present f Micro/Macro-econo s and role of money financial and Tax Ac #2] al Responsibility, Tra #3] Behavior, Decision-r ystems sis and Competitive #4] of Corporate and Man	action #1] pmics, [written counting ansparency making, Advantage nagement	student demons student differen supply/ the hist assignm student instruct student practice instruct "person student industri problem	s & instructions in section will present the section will be a section and so less and constant and so less	ctor will ex nowledge of sent their of sent micro a curve, dimiro mey from re nok report # oduce 2 typ port on stock the CSR and scribe the corsonnel"	the 5 ad campaigns riginal commercials nd macro, nishing returns, etc bocks to bitcoin t2 ses of accounting, k exchange management best hange from nation of different	
後期	4thQ	5週 6週 7週 8週 9週 10週 11週 12週 13週	Commercial sh Key concepts or report #1] Definition, goal midterm test Management, I [presentation #1] Corporate Soci [presentation #2] Organizational Management S Industry Analy [presentation #2] The functions of Communication Creation and statement for the second presentation #2]	ow and tell [present f Micro/Macro-econo s and role of money inancial and Tax Ac #2] al Responsibility, Tra #3] Behavior, Decision-r ystems sis and Competitive #4] of Corporate and Man ustenance of Global	action #1] pmics, [written counting ansparency making, Advantage nagement	student demons student differen supply/ the hist assignm student instruct student practice instruct "person student industri problem low-con student	s & instruction of the control of th	ctor will ex nowledge of sent their of sent micro a curve, dimironey from re nok report # oduce 2 typoort on stock the CSR and scribe the corsonnel If the explandances utions for be- context landances.	the 5 ad campaigns riginal commercials nd macro, nishing returns, etc becks to bitcoin f2 pes of accounting, k exchange management best hange from nation of different better communication, nguages sion on globalization	
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ability	Communicative	20	10	15	5	50
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